

IN THE CLAIMS:

1. (Cancelled)

2. (Currently Amended) A method of delivering advertisement information to a mobile communication instrument comprising:

designating, by a sponsor of the advertisement information, a location at which the advertising information is to be delivered to the mobile communication instrument;

storing in memory the advertisement information to be presented at the designated location;

transmitting information for the current position of the mobile communication instrument from the mobile communication instrument to an advertisement information delivery apparatus remote from the mobile communication instrument and including the memory;

retrieving advertisement information relating to the current position from the memory based on the current position information received from the mobile communication instrument;

delivering the retrieved advertisement information to the mobile communication instrument;

calculating advertisement delivery charges for the delivery based on delivery prices relating to at least one of advertisement content delivered and an advertisement delivery condition; and

charging, or liquidating by payment, the calculated advertisement delivery charges to the sponsor.

3. (Currently Amended) A mobile advertisement information delivering system comprising:

advertisement delivery apparatus including advertisement information storage means for storing advertisement information to be delivered to a mobile communication instrument at a location designated by a sponsor of the advertisement information;

a mobile communication instrument for detecting current position and transmitting the detected current position to the advertisement delivery apparatus, for receiving said advertisement information and for outputting, on a display screen, both an advertisement based on the received advertisement information and an input button; and

wherein said advertisement ~~information~~ delivery apparatus means retrieves, from said advertisement information storage means, advertisement information relating to the designated location, responsive to the detected current position agreeing with or being

proximate to the designated location, and delivers the retrieved advertisement information to said mobile communication instrument; and

wherein said advertisement information storage means stores location position information for retrieving, responsive to receipt of a signal from the input button, a path from a current position to an advertised location and wherein said mobile communication instrument displays said retrieved path on the display screen.

4. (Original) The mobile advertisement information delivery system according to claim 3 wherein said advertisement information delivery means further includes delivery data storage means for storing number of deliveries of advertisement information to mobile communication instruments.

5. (Original) The mobile advertisement information delivery system according to claim 3 wherein said advertisement information delivery means further includes use data storage means for storing number of times mobile communication instruments are to be a delivery target of advertisement information, each time advertisement information is delivered thereto.

6. (Original) The mobile advertisement information delivery system according to claim 3 wherein the advertisement information stored in said advertisement information storage means includes image data picturing an advertisement including at least one of trade name, business content, brand name and guide map, and wherein said mobile

communication instrument includes a display screen for displaying the pictured advertisement based on said image data.

7. (Cancelled)

8. (Original) The mobile advertisement information delivery system according to claim 3 further comprising delivery condition storage means for storing at least one delivery condition for the advertisement information, whereby said advertisement information delivery means determines delivery to said mobile communication instrument according to said delivery condition.

9. (Currently amended) The mobile advertisement information delivery system according to claim 8 wherein said delivery condition is at least one of presentation calendar ~~calendar~~ period, presentation time of day, age group, and gender(s).

10. (Original) The mobile advertisement information delivery system according to claim 3 wherein said mobile communication instrument is a navigation device carried by a vehicle, said navigation device comprising a transmitter for transmitting current position information to said advertisement information delivery means, and a receiver for receiving the advertisement information.

11. (Original) The mobile advertisement information delivery system according to claim 3 wherein said mobile communication instrument comprises a navigation device carried by

a vehicle and a mobile telephone, and wherein said navigation device transmits current position information to and receives advertisement information from advertisement information delivery means through said mobile telephone.

12. (Original) The mobile advertisement information delivery system according to claim 3 wherein said mobile communication instrument is a mobile telephone, and wherein said mobile telephone is provided with current position detecting means for detecting its own current position.

13. (Withdrawn) The mobile advertisement information registration system comprising:
advertisement information delivery means for delivering advertisement information to a mobile communication instrument based on current position information transmitted from said mobile communication instrument;

advertisement information input means for inputting, by an ad sponsor,
advertisement information to be presented at a location designated by the ad sponsor;

advertisement information storage means for storing the input advertisement
information;

and

management means for receiving the input advertisement information from said
advertisement information input means over the Internet or wireless Internet and for

writing the received advertisement information into said advertisement information storage means.

14. (Withdrawn) The mobile advertisement information registration system according to claim 13 wherein said advertisement information input means is a personal computer or mobile communication instrument.

15. (Withdrawn) The mobile advertisement information registration system according to claim 13 further comprising delivery condition storage means for storing delivery conditions relating to the advertisement information, whereby the delivery condition, along with the advertisement information, is input by said advertisement information input means and is stored in said advertisement information storage means by said management means.

16. (Withdrawn) The mobile advertisement information registration system according to claim 15 wherein the advertisement delivery conditions include at least one of a presentation calendar period, a presentation time of day, age group, and gender(s).

17. (Withdrawn) The mobile advertisement information registration system according to claim 13 further comprising price information. storage means for storing a delivery price relating to at least one of said advertisement information and delivery conditions and

means for outputting said delivery price to said advertisement information input means through said management means.

18. (Withdrawn) The mobile advertisement information registration system according to claim 13 further comprising delivery data storage means for storing data for number of deliveries of advertisement information from said advertisement information delivery means to a mobile communication instrument.

19. (Withdrawn) A mobile advertisement information charge system comprising:

advertisement information delivery means for delivering advertisement information to a mobile communication instrument remote therefrom; and

management means for calculating, based on advertisement content or delivery condition, advertisement delivery charges for delivery of the advertisement information to the mobile communication instrument according to current position information transmitted therefrom.

20. (Withdrawn) The mobile advertisement information charge system comprising:

advertisement information storage means for storing advertisement information to be presented at a location designated by an ad sponsor;

advertisement information delivery means for delivering the advertisement information to a mobile communication instrument, based on current position information transmitted from mobile communication instrument;

advertisement delivery charge storage means for storing advertisement delivery charges for delivery of the advertisement information; and

management means for calculating advertisement delivery charges based on delivery prices relating to at least one of advertisement content delivered and an advertisement delivery condition, and for storing the calculated charges in said advertisement delivery charge storage means.

21. (Withdrawn) A mobile advertisement information charge system comprising:

advertisement information delivery means for delivering advertisement information to a mobile communication instrument remote therefrom; and

management means for calculating, based on number of deliveries, advertisement delivery charges for advertisement information delivered from said advertisement information delivery means to a mobile communication instrument, based on current position information transmitted therefrom.

22. (Withdrawn) A mobile advertisement information charge system comprising:

advertisement information storage means for storing advertisement information to be presented at a location designated by an ad sponsor;

advertisement information delivery means for delivering the advertisement information to a mobile communication instrument based on current position information transmitted therefrom;

advertisement delivery charge storage means for storing advertisement delivery charges for delivery of the advertisement information; and

management means for calculating advertisement delivery charges based on number of deliveries of the advertisement information and for storing the calculated delivery charges in said advertisement delivery charge storage means.

23. (Withdrawn) A mobile advertisement information charge system comprising:

advertisement information delivery means for delivering advertisement information to a mobile communication instrument remote therefrom; and

management means for calculating delivery charges based on amount of advertisement information data delivered from said advertisement information delivery means to a mobile communication instrument, based on current position information

transmitted from the mobile communication instrument to the advertisement delivery means.

24. (Withdrawn) A mobile advertisement information charge system comprising:

advertisement information storage means for storing advertisement information to be presented at a location designated by an ad sponsor,

advertisement information delivery means for delivering the advertisement information to a mobile communication instrument based on current position information transmitted therefrom;

advertisement delivery charge storage means for storing advertisement delivery charges for delivery of the advertisement information; and

management means for calculating advertisement delivery charges based on amount of advertisement information data delivered and for storing the calculated delivery charges in said advertisement delivery charge storage means.

25. (Withdrawn) A mobile advertisement information charge system comprising:

advertisement information storage means for storing advertisement information to be presented at a location designated by an ad sponsor;

advertisement information delivery means for delivering the advertisement information to a mobile communication instrument based on current position information transmitted therefrom;

advertisement delivery charge storage means for storing advertisement delivery charges for delivery of the advertisement information;

price information storage means for storing delivery prices relating to at least one of the advertisement information and a delivery condition; and

management means for calculating advertisement delivery charges based on number of deliveries and delivery prices, and for storing the calculated delivery charges in said advertisement delivery charge storage means.

26. (Cancelled)

27. (Withdrawn) A recording medium containing, stored therein, an advertisement information registration program for execution by computer, said program comprising:

prompting an ad sponsor to designate a location for presenting an advertisement;

storing the input designated location;

prompting the ad sponsor to input an advertisement to be presented at the designated location;

storing the input advertisement in correlation with the stored designated location;

prompting the ad sponsor to input at least one advertisement delivery condition;

and

storing the delivery condition input by the ad sponsor in correlation with the input

designated location and input advertisement.

28. (Withdrawn) A recording medium containing, stored therein, an advertisement information delivery program for execution by computer, said program comprising:

- inputting current position information from a mobile communication instrument;
- retrieving advertisement information relating to a designated location for presenting an advertisement relating to the current position information from advertisement information storage means, either at the designated location or at a location nearby the current position; and

- delivering the retrieved advertisement information to the mobile communication instrument.

29. (Withdrawn) A recording medium containing, stored therein, an advertisement information charge program for execution by computer, said program comprising:

- calculating advertisement delivery charges for each of plural ad sponsors;
- preparing details of advertisement information delivered on behalf of each ad sponsor during a given time period and of advertisement delivery charges;
- withdrawing the advertisement delivery charges from respective bank accounts of the ad sponsors; and

preparing a statement of details of advertisement information delivered and advertisement delivery charges for delivery to each ad sponsor.

30. (Withdrawn) A recording medium containing, stored therein, an advertisement information presentation program for execution by computer, said program comprising:

- computing current position of a mobile communication instrument;
- transmitting the computed current position to an advertisement provider; and
- displaying an advertisement based on advertisement information received from the advertisement provider.

31. (New) A method of delivering advertisement information to a mobile communication instrument comprising:

- designating, by a sponsor of the advertisement information, a location at which the advertising information is to be delivered to the mobile communication instrument;

- storing in memory the advertisement information to be presented at the designated location;

- transmitting information for the current position of the mobile communication instrument from the mobile communication instrument to an advertisement information